



Governor's ArizonaSERVES Task Force

Executive Tower, 8th Floor Conference Room

January 21, 2011

10:00 a.m. – 12 Noon

Meeting Minutes

Members Present

Sylvester Ajagbe
Jason Bachman
Terry Crist (Chair)
Judith Fritsch
Karl Gentles
Kathleen Heard
Cathi Herrod
Gary Kinnaman
Mike Normand
Diane Swanson
Wayne Tormala
Mark Upton
Jane Wabnik
Nicola Winkel
Neal Young
Steve Zabilski

Members Absent

Diana Devine
Russ Dickey
Peg Harmon
Myrtis Todd
Cynthia Zwick

Staff Present

Chuck Fitzgerald
Leah Koestner
Beth Kohler Lazare

I. Welcome and Introductions

Chair Terry Crist welcomed attendees at 10:13 a.m. and spoke about "The Power of Generosity" with a few key points:

- It is easy to be generous in our own circles of concern and influence; but how are we doing with generosity outside of those circles?
- Generosity is a little tougher when times are tough. Are we paying attention to this?
- All of us are encouraged to perform small gestures of generosity. Let's give that a try.

Chair Crist thanked everyone on the Task Force, and those supporting it, for being generous people – generous with their time, talent and experience.

II. Overview and Purpose of ArizonaSERVES

Beth Kohler Lazare, Deputy Policy Director, and Leah Koestner, Assistant Policy Advisor, each introduced themselves to the attendees. They then briefed the Task Force on the Governor's issuance of a press release just moments earlier. A copy of the announcement was provided to all attendees, and is available on the Governor's website at www.azgovernor.gov.

Chair Crist, along with Beth and Leah, spoke about the Governor's meeting with the "original Pastors group" that occurred on Tuesday, January 18th. This group



originally met with the Governor in late 2009. At that meeting, the Governor updated the group on the efforts of the Task Force and asked those in attendance to support one or more of the five focus areas within ArizonaSERVES.

Chair Crist also highlighted from that meeting with the Governor the importance of the current Season of Service and how many organizations connected with that effort will be looking for a "Season of Service 2.0." To further understand and develop the opportunities for collaboration on this point, Chair Crist asked Staff to invite Billy Thrall, with the Season of Service, to join us at the next Task Force meeting.

Future Task Force meetings may require a meeting room change should the current room be scheduled for Legislature-related purposes during Session. Task Force members were asked to take special notice of this possibility.

III. Review and Action – December 17, 2010 Task Force Meeting Minutes

Chair Crist asked for, and received, a motion and 2nd for the approval of the December 17th Task Force Meeting Minutes. The Motion passed unanimously. Staff will post the approved Minutes as required.

IV. Task Force Purposes

- Promote outreach and maximize resources
- Provide recommendations for inclusion on ArizonaSERVES website
- Identify needs and ways to leverage community resources to improve systems of services
- Promote service and volunteerism
- Improve collaborations

Members were encouraged to keep the five purposes outlined in the Governor's Executive Order active in all of our ArizonaSERVES efforts.

Chair Crist led an open discussion on the addition of the two final toolkits – Child Care and Transportation. While all of the toolkits are excellent pieces of work, by their very nature, they will never be done. Each of the five Issue Teams was asked to continue looking at how we can make the toolkits more useful to the faith-based and community organizations that are looking to connect with the systems of service.

V. A United Communications Plan

Each of the five Issue Teams has suggested it is time to develop a united Communications Plan for building community awareness for ArizonaSERVES. Task Force member Karl Gentles provided attendees with a draft Communication Plan for review.

Chair Crist, Karl and Staff led an open discussion on the Communication Plan. Most attendees offered opinions and insight; a few of the comments that seemed to draw a consensus are:



- Our messaging should be clear in stating our desire to connect faith-based and community organizations to existing systems of care. We are not a volunteer matching service, and we do not want to create any new services or systems.
- How do we identify champions in communities of care? We might consider asking for advice from rural faith leaders on how they do this.
- Connecting interested organizations to the existing systems is a one-on-one activity that requires relationship building skills
- Our plan should be intentional about quality of outreach and connection.
- Our messaging to the faith community might contain wording about how ArizonaSERVES can be a catalyst for renewed organizational service, regardless of past negative experiences
- Branding our effort is important. For instance, if organizational websites are linking to ArizonaSERVES.gov, this should look consistent across all.
- Our messaging can help to mitigate concerns in the faith community about perceived barriers or conflicts
- Local mission in the faith community is increasing.

Each Issue Team assigned one member to provide an "issue-related" story for public education and awareness purposes. Karl will craft media-ready versions of these stories for Staff review and approval.

The Communication Plan will remain an Agenda item for all Issue Team and Task Force meetings until completed.

VI. ArizonaSERVES – The Next 90 Days

Chair Crist reviewed the meeting by stating our tasks for the next 90 days to be:

- Broadly distribute the Governor's "Call to Serve"
- Continue to meet as Issue Teams and continue to enrich the toolkits on ArizonaSERVES.gov
- Develop and begin to execute a united Communications Plan
- Engage in sustainability conversations with the Arizona CityFest Season of Service team
- Talk as much as possible about ArizonaSERVES in our communities

VII. Call to the Public

One guest comment; no action required.

VIII. Adjourn

A motion and a 2nd for adjournment were unanimously approved at 12:02 p.m.

Respectfully Submitted:
Chuck Fitzgerald
Faith-Based and Community Initiatives
Arizona Department of Economic Security